

Mandating a broadcast flag be enforced by receivers is an interesting measure that addresses a valid concern of broadcasters. However, this is only a stopgap measure which will eventually be overcome. No matter how complex and innovative the protection, it will eventually be defeated. The real issue is how broadcasters use new standards to maintain profitability. The forced implementation of a broadcast flag, while ensuring profitability in the short term, would stifle innovation and growth of television media. The concerns that raised this issue are valid, but the solution lies elsewhere.